

# THE 2018 Skill-Building Series for PHYSICIAN LEADERS

Advance your career  
& earn CME credits FAST

With the intensifying focus on population health, clinical safety, and measurable quality, the need—and opportunities—for strong physician leaders have exploded. To capitalize, you need to be ready to lead your unit, your department, or your practice like an optimally run business, one that combines exceptional customer service with smart, bottom-line strategies.

Join the Maryland Healthcare Education Institute (MHEI) and some of the state's most esteemed physicians for a carefully curated series of half-day sessions designed to help you sharpen your competitive edge, build stronger working relationships, and be the leader your organization needs now.

## What You'll Learn in Each Session:

January 25

**Strategic Thinking & Planning**

February 22

**Leading an Effective Meeting**

March 22

**Collaboration & Leading Teams**

April 19

**Conflict Resolution & Managing Behavior**

May 17

**Maryland Healthcare Reimbursement: What Have We Learned? Where Are We Going?**

**Open to Learn More about the Sessions & Speakers >**

These educational activities are jointly provided by AXIS Medical Education and MHEI.



## REGISTER NOW!

### Who Should Attend:

Physicians in any leadership role or those who aspire to obtain a leadership role

### Where:

Each session is held at MHEI.  
6820 Deerpath Road | Elkridge, MD 21075

### When:

Each session runs from 8:00 am– 12:00 pm, and includes a 30-minute break.  
Registration opens at 7:30 am.

### Registration Fee:

\$1,500 for the entire series  
\$350 for individual programs

### To Register:

Contact Alison Burrows at  
aburrows@mhei.org or 410-796-6221

# The 2018 Skill-Building Series for Physician Leaders

**January 25, 2018**

## **Strategic Thinking & Planning**

**Kenneth Lewis, M.D., J.D.**

From new care delivery and payment models to market consolidation and the growth of consumerism, complex industry changes have made strategic planning an essential leadership skill in healthcare.

This session will show you the benefits of strategic planning and provide insights into the development, communication, and implementation of strategic plans; the importance of mission, values, and culture; and the connection between strategic planning and other transformational leadership skills.

### **Learning Objectives:**

- Describe the importance of mission, vision, and values in strategic planning.
- Review how to monitor the performance of a strategic plan and share outcomes with key stakeholders.
- Distinguish between strategic thinking, strategic planning, and operational tactics.

**February 22, 2018**

## **Leading an Effective Meeting**

**Blair Eig, M.D., MBA, MA**

Meetings can be very effective tools to get our work done, but nobody ever says "Hurray, another meeting!" This session will give you the tools you need to best plan a meeting and engage your participants.

Topics will include how to schedule a meeting and who to invite; how to develop an agenda and stick to it—even when someone "hijacks" your meeting; how to get all of your participants involved; and how to successfully end a meeting and follow up.

### **Learning Objectives:**

- Identify key aspects of an effective meeting.
- Recognize when to/when not to allow discussion and off-agenda tangents.
- Identify ways to handle difficult meeting participants.

**March 22, 2018**

## **Collaboration & Leading Teams**

**Nicole T. Rochester, M.D.**

According to Patrick Lencioni, "Teamwork remains the one sustainable competitive advantage that has been largely untapped." This session will arm you with important team-building skills that will enhance your ability to recognize what makes great teams and where dysfunction may creep in.

Topics will include understanding and implementing the concepts of Patrick Lencioni's The Five Dysfunctions of a Team; generating trust within your team; understanding your own conflict style and how conflict can strengthen teams; getting commitment to decisions; assigning accountability; and measuring the success of a team to ensure you're getting the desired results.

### **Learning Objectives:**

- Outline the process for generating trust within a team.
- Describe how mining for conflict strengthens teams.
- Identify the true measure of a successful team.

**April 19, 2018**

## **Conflict Resolution & Managing Behavior**

**Blair Eig, M.D., MBA, MA**

In the high anxiety world of healthcare, we all must deal with difficult situations and difficult people. This session will teach you how to engage others in discussion of hard-to-handle topics, such as medical errors and "bad" behaviors, as well as how to manage those who don't always "play well" with others. A brief review of Just Culture will be included.

Topics will include how to identify and prevent conflict before it happens; what to do with individuals who exhibit bad behavior; what happens if you don't address conflict or bad behavior effectively; and how to follow up on issues in the short term and long term.

### **Learning Objectives:**

- Identify implications of not effectively managing conflict/adverse behavior.
- Describe the physician leader's role in managing conflict and adverse behavior.
- Apply an effective approach to managing conflict and adverse behavior.

**May 17, 2018**

**Maryland Healthcare Reimbursement: What Have We Learned? Where Are We Going?**

**Kenneth Lewis, M.D., J.D.**

The impact of healthcare reimbursement models extends far beyond the bottom line of hospitals and providers. As payment systems change, so do approaches to care delivery, the relationship between providers and consumers, the allocation of healthcare resources, and the fundamental definition of health in Maryland and the nation.

In this session, you'll gain a historical perspective on the evolution of reimbursement systems and take a deeper look into the unique Maryland all-payer system and its future.

**Learning Objectives:**

- Outline the interplay of financial, clinical, and cultural factors in the history of healthcare payment models in Maryland and across the nation.
- Describe the fundamentals of Maryland's unique all-payer hospital rate regulation system, and how it affects providers, hospitals, and patients.
- Review the improvements in quality and population health that must be achieved under Maryland's model.

**Meet the Facilitators**



**Blair Eig, M.D., MBA, MA**  
**Chief Medical Officer, Holy Cross Health**

Dr. Eig has been the chief medical officer at Holy Cross Hospital (now Holy Cross Health) since 2001, following 14 years in private pediatric practice in Silver Spring, Maryland. He is also the vice president for medical affairs at Holy Cross Germantown Hospital, a position he has held since the hospital opened in 2014, and a clinical professor of pediatrics at George Washington University School of Medicine.

Dr. Eig is a former board chair for MHEI, former member of the Maryland Hospital Association Executive Committee, former president of the medical staff at Children's Hospital in Washington, D.C., and former president of the Montgomery County Pediatric Society.



**Kenneth Lewis, M.D., J.D.**  
**Consultant**

Dr. Lewis served as the president and chief executive officer of Union Hospital of Cecil County in Elkton, Maryland, from 2003 – 2015. Previously he was the vice president of medical affairs. Prior to joining Union Hospital, he was in private practice as an internist from 1977 – 2003.

Dr. Lewis currently serves on the Board of Trustees of MHEI. He has served as the representative of the Metro Section, Region 3, for the American Hospital Association, and is a former member of the Maryland Hospital Association Executive Committee.



**Nicole T. Rochester, M.D.**  
**Founder/CEO, Your GPS Doc, LLC**  
**Clinical Assistant Professor, George Washington University School of Medicine**

Dr. Nicole Rochester is a board-certified pediatrician and the Founder/CEO of Your GPS Doc, LLC. Dr. Rochester was a primary care pediatrician for four years, then practiced as a pediatric hospitalist for 13 years before resigning in July 2017 to launch her company. She is the former Medical Director of the Pediatric Hospitalist Program at Holy Cross Hospital in Silver Spring, Maryland. She is an attending physician in the Division of Hospital Medicine at Children's

National Health System and a Clinical Assistant Professor of Pediatrics at the George Washington University School of Medicine.

Dr. Rochester is a member of the American Academy of Pediatrics. She is also a member of the Society of Hospital Medicine, the American Board of Quality Assurance and Utilization Review Physicians, and the American Association for Physician Leadership. Dr. Rochester serves on the Board of Trustees of MHEI.

# CONTINUING EDUCATION

## Accreditation Statement



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and MHEI. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council

## Credit Designation for Physicians

AXIS Medical Education designates these live activities for a maximum of 3.5 *AMA PRA Category 1 Credit(s)™* each. Physicians should claim only the credit(s) commensurate with the extent of their participation in the activity.

## AXIS Contact Information

For information about the accreditation of this program please contact AXIS at 954-281-7524 or [info@axismeded.org](mailto:info@axismeded.org).

## Disclosure of Conflicts of Interest

AXIS Medical Education requires instructors, planners, managers, and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The **faculty** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

NAME OF FACULTY OR PRESENTER	REPORTED FINANCIAL RELATIONSHIP
Kenneth Lewis, M.D., J.D.	Nothing to disclose
Blair M. Eig, M.D., MBA, MA	Nothing to disclose
Nicole T. Rochester, M.D.	Nothing to disclose

The **planners and managers** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

NAME OF PLANNER/ MANAGER	REPORTED FINANCIAL RELATIONSHIP
Alison Burrows, MBA, RN	Nothing to disclose
Kelly Yost	Nothing to disclose
Ronald Viggiani, M.D.	Nothing to disclose
Dee Morgillo, MEd, CHCP	Nothing to disclose

## DISCLAIMER

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

## Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, we will make every reasonable effort to accommodate your request. For any special requests, please contact MHEI at 443-561-2027 before the meeting dates.

## Criteria for Completion

- Attend/participate in the educational activity and review all course materials.
- Sign the sign-in rosters.
- Complete the CE Declaration/Evaluation form online by the date shown in the chart below. If you do not complete the online evaluation by this date, you will not be able to get CE credit for this event. Instructions will be provided.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

EVENT DATE	PORTAL CLOSE DATE 11:59 PM ET
January 25, 2018	February 8, 2018
February 22, 2018	March 8, 2018
March 22, 2018	April 5, 2018
April 19, 2018	May 3, 2018
May 17, 2018	May 31, 2018



6820 Deerpath Rd  
Elkridge, MD 21075  
410.796.6239  
[mhei.org](http://mhei.org)